

ABSTRACT

A system and method of posting, clipping and redeeming electronic coupons is claimed. Electronic coupons are posted on a website by registered manufacturers. The coupons are selected by consumers who have coupon account cards. Once a product is selected at a retailer, the retailer links with a remote database to determine if a coupon is on the consumer's account for the product being purchased. If the appropriate electronic coupon is present, the coupon is honored by the retailer. The retailer then uses the same system to be reimbursed by the system using money from the accounts of the manufacturers that posted the coupon.